

2016/17 National League Team Program Guidelines



ACT
Government

Chief Minister, Treasury and
Economic Development

About the Program

These guidelines provide details for teams and their parent organisation wishing to apply for sponsorship through the National League Team Program (NLTP). This is an ACT Government program administered by Chief Minister, Treasury and Economic Development Directorate (CMTEDD).

The funding provided by CMTEDD is limited and is subject to the appropriation of funds through the ACT Government budget process. It may not be possible to approve all requests for assistance; therefore sponsorship (or any level of such sponsorship) should not be deemed automatic or anticipated.

In return for any sponsorship from the ACT Government, the sponsored team must also be willing to undertake promotional and development activities within their sport and be available upon request to participate in activities coordinated by CMTEDD.

Primary Objective

The primary objective of the NLTP is to enhance the elite sports environment in the ACT through Government sponsorship of national league sporting teams to assist in their operational costs.

Government support recognises the value of elite sport to the ACT economy, in shaping a positive community identity, promotion of physical activity participation and the maintenance of elite development pathways.

Outcomes

The intended outcomes of the NLTP are:

- The continued participation and success of ACT teams in national league sporting competitions;
- Harnessing the business and tourism benefits associated with the participation of ACT teams in national league sporting competitions;
- In 2016/17, continued positive engagement and promotion by elite sporting teams of Canberra's Brand;
- The positive promotion and exposure of the ACT's elite sporting teams within the community; and
- Facilitating the organisational development of Canberra's national sporting teams with a view to improving their revenue streams and decreasing reliance on Government support.

General Eligibility

Any team or organisation applying for assistance from the NLTP must:

- Be incorporated in the ACT under, either the *Associations Incorporation Act 1991*, or the *Corporations Act 2001 (Commonwealth)*;
- Be representative of the ACT and community;
- Conduct 'home' matches in the ACT;
- Not receive ACT Government funding for the operations of the team through any other agreement (sponsorships not included);
- Have current Public Liability Insurance coverage to a minimum level of \$10,000,000;
- Have an Australian Business Number (ABN);
- Be registered for the Goods and Services Tax (GST) as required;
- Have compliance requirements under the *Associations Incorporation Act 1991*, or the *Corporations Act 2001 (Commonwealth)* up to date;
- Not be a program of an elite sporting Institute or Academy; and
- Have satisfactorily acquitted all previous support provided by CMTEDD through the NLTP and the Sport and Recreation Grants Program (except for current year's funding).

For the purposes of this program, CMTEDD consider a "National League" to be:

- A league played over a defined season (thus excluding such events as week-long national championships);
- A league in which a participating team plays multiple matches on both a home and away basis; and
- A league involving teams from the majority of states and territories (or international teams where applicable).

Application Process

Applications to the NLTP are to be made through the SmartyGrants system, with an application submitted for each applicable team. Applications for sponsorship in 2016/17 open on Wednesday 15 June 2016 and should be received no later than Friday 15 July 2016.

Your application should make clear the appropriate contact person within your team/organisation for the NLTP. Applications must address the following 6 criteria, with the provision of any additional attachments to support your claims encouraged. All information included in the sponsorship proposal will be considered confidential.

Criteria

1. Profile

i. Free to air TV broadcast

Does your league attract any free to air TV broadcast? If so, provide details.

ii. Pay TV broadcast

Does your league attract any pay television broadcast? If so, provide details

iii. Local media profile

What level of local media profile does your team have? This includes print, electronic and social media and should consider profile both during and outside of the season. Provide examples as required.

2. National League Structure

i. Number of states/territories represented in your national league

Could include overseas-based teams that participate in your league. Where a state is represented by several teams from various locations within that state, it is considered as one.

ii. **“First” tier competition**

While the league must be the pinnacle at which an ACT team competes, is it the peak competition for that sport/gender in Australia?

iii. **Number of away trips**

The number of times that a team leaves the ACT to play matches (not inclusive of finals). This does not include number of away games, recognising that a team may play any number of games while at a single interstate location. A single trip that may encompass two geographically distinct locations (eg Perth/Adelaide or Brisbane/Townsville) counts as two trips. Where details for the upcoming season are not known, the previous season can be used as a base assuming that the competition structure is not dramatically altered.

3. *Sport detail and team costs*

i. **Number of local registered participants in the sport**

This criterion is linked to the sport's profile and the number of athletes for whom your team provides the local pinnacle of the elite pathway. Most recent available figures are required.

ii. **Team link to an ACTAS squad program**

Is the team the peak of an athlete pathway in the ACT continuing on from ACTAS? Government makes an investment in ACTAS and has an interest that scholarship athletes can pursue their sporting careers locally. Funding will not be provided for any team that is part of the ACTAS program.

iii. **Total team budget**

What are the revenue and operational costs for the season (including travel, accommodation, marketing, venues, equipment etc). This does not include any player or coach payments. Evidence of costs should be included.

iv. **Number of NLTP teams funded per sport**

Does your sport have both a men and women's team participating in national league competition?

4. *Sponsorship*

Your application should include possible sponsor recognition opportunities available to the Territory in return for support of your team/s through the NLTP. Sponsorship will be reflected in 2016/17 by the Canberra brand. Please provide examples.

5. *Community activities*

It is both expected and assumed that national league teams are active within their sport and the broader community, increasing their profile and helping foster the growth and development of their sport.

Please provide examples of your team previously active in their sport and local community including current participation plans at the grass roots level such as school and club programs.

6. *Active 2020*

Strategic Priority 1 within the **Active 2020** strategic plan seeks to maximise community engagement in sport and active recreation. With reference to Strategic Priority 1, your written application must identify those ways in which your national league team will work to positively impact within at least one of associated strategic initiative areas 1.5, 1.6 and/or 1.7 during the funding term (2016/17).

You can view the ACTIVE 2020 Plan at: <http://www.sport.act.gov.au/about-us/active-2020>

A proposed schedule or plan of these activities should also be included in your application.

Determination and Payment of Funding

Application to the NLTP is no guarantee of funding. All applications will be assessed by CMTEDD based on the 6 criteria and associated information provided, a “scoring matrix” used to allocate each team to one of a number of funding tiers. The value of each funding tier can only be determined once the total program budget, the number of applicant teams and the number of teams in each tier are considered. As such, it is likely that funding levels may fluctuate from year to year according to these factors.

CMTEDD will contact teams regarding the outcome of their application. If successful, a sponsorship contract outlining specific details of the funding and the recipient’s obligations will be provided for signature and return to CMTEDD. The recipient will receive a copy of this final agreement.

In accordance with the terms of the sponsorship agreement, CMTEDD will provide payment on receipt of a correctly rendered tax invoice (as required by the GST Act) and only where the recipient has fully acquitted any previous funding from the Sport and Recreation Grants Program and the NLTP (not including 2015/16).

Reporting

It is a requirement that any funding provided through the NLTP will be acquitted, including the submitting of any reports identified in the sponsorship agreement.

Typically, acquittal requirements will include:

- Audited financial statements/receipts demonstrating expenditure of the funding;
- A written statement confirming that the funding was used in accordance with the terms of the sponsorship agreement;
- A statement detailing community activities conducted in association with the funding; and
- A statement and any supporting documentation demonstrating the ways in which the Territory’s sponsorship was recognised in accordance with the sponsorship agreement.

The date for submission of reports is included in the sponsorship agreement.

Further information

For further information on the NLTP, please contact:

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